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A Letter for

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Bureau of Plant Industry,
Dept. of Agriculture,
Washington, D. C.

to which a reply will be
appreciated

Van Wert, Ohio, May 18, 1923.

When Uncle Sam suggested that it would be a good plan to revise mailing lists at least yearly, Mr. Bonnewitz said, "Shimer, that's your job", and I suppose it is, but it is really more than a one man's job. It takes your ideas and mine to check our mailing list effectively.

There are three ways to revise a list. First, we could use your address until the postal authorities advised us that you were "Deceased" (that is if our heirs did not cash in our Life Insurance policies first), or that you had "Moved Away Without Forwarding Address". However, this method is expensive for us, and as it may be a long drawn out affair it may prove to be a nuisance to you as well as a burden to your postman. Second, we could send a list to each local postmaster and have him check it for us, but this method is slow and not at all satisfactory, for your postmaster cannot express your wishes in regard to your mail. The last and best way, is to write you direct and get your views, and that is the real object of this letter.

ARE YOU INTERESTED IN THE LITERATURE
YOU ARE RECEIVING FROM US?

If you ARE interested we want to continue your name on our list. In this connection, do not get the idea that because you are not in position to plant flowers and boast a garden, you are not entitled to a permanent place on our mailing list. The "Notes" are Mr. Bonnewitz's personal "Garden Chats" with flower lovers, and it makes no difference if your garden consists of an apartment window box, or is only a dream in the misty future, I know he is glad to send you the "Notes".

If, however, you are NOT interested,
please take the time NOW to let us know, so
that we may stop our regular donations to
your wastepaper-basket.

Do you ever say when reading a number, "Mrs. Jones would be interested in these Garden Notes"? If you do, why not send us Mrs. Jones' full address and we will be glad to give her an opportunity to look them over. I am enclosing with this circular a form on which you can give us a list of your friends who would be interested in reading our "Notes." Mail us the completed form and we will do the rest. Do not hesitate for fear you have furnished us their names before, as I will check your list with our mailing record and send the "samples" only to those not now on our list. I might add, do not hesitate because a former list did not receive prompt attention. I may have had the flu then or I may have been covered up with work at that time and couldn't get to it, or it may have been just a touch of spring fever. Anyway, as Mr. Bonnewitz has increased our force, just send your list along and see how quickly it is handled. Of course, if you are in the Peony and Iris game commercially, business ethics would not permit us to ask you for a list, but in all fairness I think you should place our name on your mailing list and send us a copy of everything you publish, don't you?

Are you a member of a Garden Club? Do you think the members would like to look our "Notes" over. If so, give us the name and address of your Secretary and we will give them an opportunity.

When you move (people sometimes do, you know,) after you have changed your telephone, light and gas meters, the address for your

daily papers and magazines, and the numerous other things that bob up at that time, I would appreciate it greatly if you could find time to drop us a line and give your new address. It helps me to start things right from this end of the line.

Just one thing more. At the head of this letter I have shown an impression of the Addressograph plate we are using for your address. Does it read just the way you want your address to read? Is the spelling correct? If not, let us know and see how quickly the correction is made. If you are receiving the "Notes" at your business address and you prefer to receive them at home, just notify us. If your address reads "W. T." and you prefer to have it read "William T." be sure and tell us about it. If the plate reads "Miss" and it should read "Mrs.", or vice versa, write and tell us and the correction will be made. You can't imagine what a hard job it is to tell from a person's handwriting whether she is married or not. The point is, we want our mail to create an atmosphere of good will and friendship, and if the address is wrong to start with, we have made a poor beginning. So help us get the name and address the way you want it.

There you have my side of the case. Now, let's hear from you so I can proceed checking the list. It's my job, alright, but I can't do it without your help. A stamped envelope is enclosed to make it "handy."

Yours for an Active, Up-to-Date Mailing List,

A handwritten signature in cursive script, reading "Lee B. Shinner". The signature is fluid and elegant, with a large, sweeping "L" and a long, trailing flourish at the end.

Sec'y to Mr. Bonnewitz.